

STATE OF THE ARTS: ADVOCATING FOR THE ARTS IN KANSAS



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A special thank you to the Arizona Commission on the Arts and the Arizona Citizens/Action for the Arts. This publication was based on their booklet, *Building Public Value for the Arts in Arizona: Advocacy, Promotion, and Audience Engagement*.

KANSAS ARTS COMMISSION

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Smoky Hill River Festival, Salina



LETTER FROM THE KANSAS ARTS COMMISSION

Dear Colleagues,

This handbook is to help guide you, citizens and arts supporters, in advocating for the arts to build new, more and more consistent support for the arts.

The arts bring a ripple effect to our communities – touching and enhancing everyone and everything in them.

- An arts center brings life and beauty to a downtown: children come to take classes; seniors get involved in life again.
- A theater entertains, brings pleasure and brings people together. There's nothing so sweet as the sound of laughter and applause.
- Dance, music, creative writing and storytelling – all of these add joy to communities, change people's lives, and make our communities great places to live and raise our children.

And yet, we in the arts don't tell that story enough. We need to get better at talking about why we exist, how we serve our communities, how we bring tourists and energy to our cities.

Everyone who cares about the arts needs to tell that story. Tell the story of the organization you are closest to – why it exists, why you are involved in it, why you care – and why others should care too.

Shape that story, make your case, bring it with you and tell it – not only to the annual Arts Day at the Capitol, but every day, in your communities, to your local, state and national legislators. Attend candidates' forums and ask where the candidates stand on the arts. Let them know you care about the arts – and you vote.

Talk to them and learn from them what their personal involvement in the arts is. You will be surprised and pleased.

We can address so much through the arts – and we already do. Every issue that the public cares about – education, public safety, business development and investment, community building, healthcare – all can be addressed through the arts.

Thank you for all that you do for the arts in Kansas.

Sincerely yours,



Llewellyn Crain
Executive Director



LETTER FROM KANSAS CITIZENS FOR THE ARTS

Dear Arts Advocates,

This is the time to speak up for the arts!

This is not a time for complacency or riding out the tide; now is the time to speak up and tell our stories about the value of the arts to our communities, to our children, to our lives.

Ask yourself why you support public investment in the arts. Why are the arts important to you personally and what do artists and arts organizations do for your communities? Forge relationships with your elected officials and talk to them about the value of the arts.

Use the facts and figures you'll find in this book, but more importantly, think of arts advocacy as an opportunity to have an ongoing dialogue about why the arts are a vital public value. If we aren't embarking on this conversation and letting public officials know about the importance of the arts, how will they know how we, the voters, feel?

Communication is the key:

- Pick up the phone, send emails, postcards or notes.
- Schedule appointments. Any time of the year is good, whether or not they are in session.
- Invite them to attend and speak at arts events.

We are very grateful for all that you do for the arts,



Martin English
Chairman, Kansas Citizens for the Arts



Gallery Walk, Hays



AsianFest, Wichita



*Patrick Dougherty, Stickwork
Mulvane Art Museum
Washburn University, Topeka*



HOW TO BECOME AN ARTS ADVOCATE IN 10 EASY STEPS

1. Get to know your public officials before they are elected.
 - As a private citizen (not as a representative of your organization), identify candidates you would like to support with your time and funds.
 - Volunteer for campaigns, offer to walk neighborhoods, work a phone bank or staff an election site.
 - Meet with the candidate or attend a forum and ask where he or she stands on the arts. Make sure they know how important the arts are to you.
2. Make an appointment to meet with your public official in your own community even before the legislative session. Ask them what their experience is in the arts. People like to talk about themselves!
3. Be a useful and reliable resource. Provide only correct information. If you don't know something, tell them so and get back to them with answers to questions later.
4. Use the "catch more flies with honey" approach. Don't be angry or argumentative. Be someone they enjoy meeting with and become a resource for them.
5. Know your audience and act and dress accordingly. When your meeting is done, follow up quickly with a handwritten thank-you note.
6. Focus on one issue at a time and leave the rest of your personal political agenda at the door. If you're there to represent the arts, don't wear your "Save the Whales" button.
7. Practice reconnaissance. What are your public official's priorities, and how can you connect your issue as a solution to those priorities?
8. Do some friend-raising. Help your public official meet constituents from their district and important members of the community.
9. State your position clearly, get to the point, and make your ask. Be polite, but not too chatty – public officials don't have a lot of extra time on their hands. Don't leave the meeting without asking for your public official's commitment or vote on your issue.
10. Speak in a united voice. If you have disagreements within your special interest, leave that outside of your meeting with your public official.

CREATING AWARENESS ABOUT THE IMPORTANCE OF THE ARTS IN YOUR COMMUNITY

If you represent an arts organization . . .

- Ask your state senator or representative to announce your Kansas Arts Commission grant award at an event or performance and give him or her an opportunity to address the audience.
- Write an article or letter to the editor for your newspaper or printed program about the Kansas Arts Commission's importance to your programs and the difference that it makes to your organization.
- Create a display of art or some other public exhibit for the library, city hall, school or other visible community location. Make sure you credit your funding sources on an exhibition label.
- Host the director, chair or board member of the Kansas Arts Commission or Kansas Citizens for the Arts as a speaker at one of your important events or board meetings.
- Organize a presentation by Commission staff at your local civic or professional organization about the economic impact of the arts and the contributions of the Kansas Arts Commission to Kansas communities.
- Ask children to make posters or write letters to state legislators thanking them for their support of the Commission.
- Ask your school principals to send a special letter home to parents letting them know that presentations and performances in schools were made possible by the Kansas Arts Commission.

IN KANSAS, THE ARTS MATTER:

Kansas leads the nation in personal artistic creation;

- 25% of adults call themselves photographers
- 20% play an instrument
- 19% paint or draw
- 18% weave or sew
- 11% are engaged in ceramics.

Kansans learn the value of these skills in school – and these skills benefit them throughout their lives.

Keeper of the Plains, Wichita



ARTS ADVOCACY

- Connect with your passion and speak from your heart.
- Know your organization's story – why is what it does important to your community and to your public official's district? Have the facts and figures at hand.
- Ask your public official what he or she thinks about the arts. Be able to respond to different attitudes in a positive, non-argumentative way.

ARTS ADVOCACY IS TELLING YOUR STORY EVERY DAY

Voting is every American's duty. Every American should also keep in touch with their public officials – even if they aren't the ones you voted for. Create relationships with your public officials in which an ongoing dialogue is appreciated and respected.

Public officials rely upon hearing from their constituents to help them understand important topics in their communities. Make every day an opportunity for engagement with your community leaders.

Contact state legislators not only at Arts Day at the Capitol, but at other times during the legislative session – and even more importantly, when they are not in session. Encourage others to do the same.

Invite them to events in your community presented by your organization. Involve them in any way you can. Invite them to make presentations, present awards, speak at an event, receive accolades.

When meeting with them, ask them how things are going in their district. What drew them to their role as a public official? What are the goals they want to achieve while in office? Do they have a personal connection to the arts?

Make sure everyone in your organization and your friends do the same. Stay informed on the latest issues in arts advocacy.

Arts Day at the Capitol



QUESTIONS FOR YOUR ELECTED OFFICIALS

The following questions were originally created by the Montana Arts Council and were used as part of a Listening Tour Questionnaire for Montana's political leaders. The questions build a relationship between the individuals and leads to a better understanding of the goals and values of the public official.

1. *What do you value most about living in Kansas?*

These responses will help shape a future dialogue that highlights the accomplishments or those constituents or organizations we serve who embody the same values.

2. *Is there an endeavor in your community that inspires you to personally get involved by contributing in any way – either through time, materials, services or money?*

These are the endeavors that they see as worthy of personal, public and community-wide support – possibly important enough to merit public funding. In future discussions, we would focus on endeavors related to these key interests.

3. *How did that relationship begin?*

When someone is engaged enough to contribute, they usually have responded on a very personal level to an idea or person of importance to them. Learning why someone contributes will help us understand not only what is important to them, but also how they see their role as a community leader, in volunteerism and philanthropy. We can also learn about particular aspects they admire or see as worthy causes – it may be accountability, type of service offered, strong leadership, or a solid corporation.

5. *What do you see as the biggest threat to or biggest concern you have for your community?*

When we learn about someone's perception of threats (such as complacency, lack of opportunity), we can focus our future discussions to highlight those creative entrepreneurs and experiences that are examples of an antidote to a threat.

6. *What would be your example of a successful "member" of your community?*

7. *What makes that person a successful citizen of your community?*

8. *How would you describe the types of people that drive your community?*

These answers tell us the qualities of leadership the person values. We can choose people from creative enterprises who embody those qualities (those who make things happen, use resources well, act on behalf of the entire community in addition to their organization) to make our case through interviews, meetings, attending events and performances.

9. *What brought you to public service?*

Public servants believe in the power of public policy. Why someone chooses public service will help us understand how they view themselves as a leader and the context in which they believe they can lead.

HOW TO FIND YOUR ELECTED OFFICIALS

Kansas Legislature
<http://www.kslegislature.org/legsrv-legisportal/redistricting.do>

U.S. Congress
<http://www.govtrack.us/congress/findyourreps.xpd>

Kansas State Board of Education
<http://www.ksde.org/Default.aspx?tabid=54>

There are many parallels between the lives of public servants and arts leaders. Follow-up discussions can focus on similarities of creative enterprises and entrepreneurs as community-based leaders sharing the same goals for the greater good.

10. *What led you to choose your political party?*

The platforms for each party identify key community and statewide issues of interest or priority. In some cases, people are very party-line oriented and in others they pick and choose parts of a platform.

11. *What do you believe is your chief responsibility as a public official?*

This helps to identify priorities. We can align our discussion topics around the key responsibilities identified and reinforce the link between creative enterprise and being a good public servant. After all, all nonprofits are “for-public-benefit” corporations.

12. *What convinces you that something is worthy of state investment?*

13. *When you are faced with more worthy causes than money to fund them, how do you set your priorities?*

Public officials may have trouble defining creative enterprise and how these enterprises are linked to their own values. This will help us shape our definition of the worthiness of creative enterprises and how they “stand up” to other programs that may also be considered worthy.

14. *Have your ideas on what constitutes a worthy state investment changed since you first took office or began your campaign?*

How a person describes their experiences in the political system (teamwork, compromises, debates), helps us understand why they choose their particular battles to fight. We can align our stories to related topics. We can also learn more about how decision-making happens in this arena.

15. *How much value to the state’s future do you place on creativity?*

We can help the person make the connection between the arts and creativity and to realize how much value they already place on creativity (finding creative solutions to the state’s problems, attracting creative enterprise businesses, experiencing creative entertainment, fostering creativity in children’s learning, etc.).

16. *Do you recall having a creative or an arts experience that made a significant impact on you?*

The answers will help make the connection between creative enterprise and positive impacts on people’s lives. The importance of experiencing the arts will be reinforced as something worthy of investment for an entire community or the state. We will learn how (or if) they can or desire to define that value.

SAMPLE THANK YOU LETTER TO LEGISLATORS

Every entity or person that receives funding from the Kansas Arts Commission or other government sources should write a thank you letter to elected officials for their support.

Here is a suggested sample letter:

[Date]

The Honorable [Name of your state senator or representative]

Address

Dear [Name of Elected Official]

I am pleased to inform you that our nonprofit organization, [Name of Organization], has received a matching grant of \$[amount of grant] from the Kansas Arts Commission. We wanted to extend our gratitude to you for continued support of the Kansas Arts Commission.

These funds are very important to us and helped us to leverage additional support from our local community.

With this money, we will be able to reach [number of] people with programs that include [insert samples of programming that you will use funds for]. [Add a sentence or two on why this programming is so important to your community.]

Without funds from the state, we would not be able to have the kind of impact we have on our community. Every dollar granted by the government generates \$9 in economic activity, so the grant we received of \$_____ means \$_____ (multiply your grant by 9) to our area and state.

In addition, community supporters such as the mayor, city commissioners, school superintendents or business leaders have told us that the arts are so important. In their words: [utilize quotes]

I will invite you to an event at our venue and look forward to having you speak to the audience so they will know how you value the arts and those who support them.

Very truly yours,

*Governor Mark Parkinson and
former Poet Laureate of Kansas
Dr. Denise Low*



*Dora Mae Timmerman, 2009 Governor's
Arts Award Arts Advocate recipient,
Lt. Governor Troy Findley and former
Kansas Arts Commission Chair Anita
Wolgast*



*Carol Ann Carter, 2008 Kansas Artist Fellow-
ship recipient, and Kansas Senator Marci
Francisco*



SAMPLE INVITATION LETTER TO LEGISLATORS

Have the letter come from your board president or chair – remember to invite the legislator to speak at an event!

Dear [Name of Legislator],

Thank you for your support of the Kansas Arts Commission. The Kansas Arts Commission provided [name of organization] with a grant of \$_____ this year, enabling us to leverage local dollars and present outstanding arts events to our community.

To thank you for your support, we would like to invite you to attend and address the audience at the opening reception for an exhibition featuring works by [names of artists]. The event will be held on [date] at [time] with the program to begin at [time]. We expect about [number] of people in attendance, many from our community.

We hope you are able to attend and speak to those in attendance about why the arts matter to our Kansas communities.

I have attached a flyer promoting the exhibition with some information about our arts center and the artist being featured.

If this date is inconvenient, I will find another opportunity for you to attend and speak to our audience. We look forward to hosting you in our venue.

Very truly yours,

President of the Board
[Name of Organization]

SAMPLE PRESS RELEASE TO PUBLICIZE YOUR GRANT YOUR GRANT

Contact Name
Telephone Number
Email Address

For Immediate Release

[Name of Organization] Receives Grant from the Kansas Arts Commission

[Name of organization] has received a matching grant of \$_____ from the Kansas Arts Commission, the state arts agency. This grant will support [brief summary of your project].

[Describe in more detail the public programs and numbers of people who will be served by the grant and organization. State the amount of private dollars that your grant will leverage.]

[Quote from an organization board chair or elected official on why public support is so important to making this program possible.]

In the state of Kansas, \$9 are generated by every dollar invested in the arts. This is money helps local communities grow and creates revenue for business as well as state and local services.

The Kansas Arts Commission is a state agency, funded by the State of Kansas and the National Endowment for the Arts, dedicated to promoting and supporting the arts in Kansas. Its mission is to provide opportunities for the people of Kansas to experience, celebrate and value the arts throughout their lives. For more information on the Kansas Arts Commission, please visit the KAC website at <http://arts.ks.gov>.

[Insert mission of your organization. For more information on [name of your organization] please contact [name and telephone number of contact].

The City of Wichita's CityArts



Violin lesson, Hays



Smoky Hill River Festival, Salina



THE ARTS IN KANSAS:

- The arts enhance every student's learning by improving academic achievement, developing creative thinking and problem-solving skills, and teach teamwork, discipline and cooperation.
- Kansas is the national leader in personal artistic creation – more people paint, take pictures, weave, make quilts, play musical instruments and write creatively in Kansas than in any other state in the country. Adults pursue these personal creative outlets that enhance their lives immeasurably because as a state, we have made a commitment to arts education.

*Elaris Duo
Governor's Arts Award recipients and
Kansas Arts on Tour Roster Artists*



KANSAS ARTS COMMISSION: FACTS AND FIGURES

The Kansas Arts Commission:

- Supports more than 200 organizations, schools and agencies throughout Kansas every year. In 2009, 72% of the grantees were in rural communities.
- In fiscal year 2009, grants from the Kansas Arts Commission served 1,705,939 youth and children.

Provides matching grants that:

- Builds communities through the support of the creation and production of arts programming that showcase the work of local artists, as well as brings the work of internationally renowned visual and performing artists to Kansas.
- Meet the needs of children, schools and organizations that integrate the arts into all curricular areas, support artists as educators and undergird existing arts education programs.
- Employs Kansas artists through the Kansas Arts on Tour program, bringing artists to communities throughout the state and providing jobs for artists.
- Supports festivals, exhibitions, performances and classes throughout the state for economic development and tourism.
- Supports arts education programs in organizations as diverse as the Kansas Music Educators Association, Arkansas Area Arts Council, the Kansas State University's Beach Museum of Art and Theatre for Young America as well as underwrite the presentation of Kansas artists who perform in schools and library settings through its Arts on Tour program.
- Works in partnership with the Kansas State Department of Education to enhance arts education programs throughout the state.



The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Kansas, KS (FY 2007)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$80,286,603		\$73,235,995		\$153,522,598

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	3,114		1,498		4,612
Household Income Paid to Residents	\$60,311,000		\$34,749,000		\$95,060,000
Revenue Generated to <u>Local</u> Government	\$2,708,000		\$3,310,000		\$6,018,000
Revenue Generated to <u>State</u> Government	\$3,897,000		\$5,719,000		\$9,616,000

Event-Related Spending by Arts and Culture Audiences Totaled \$73.2 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Attendees
Total Attendance to Arts and Culture Events	3,297,586		445,417		3,743,003
Percentage of Total Attendance	88.1 percent		11.9 percent		100 percent
Average Event-Related Spending Per Person	\$15.20		\$51.89		\$19.58
Total Event-Related Expenditures	\$50,123,307		\$23,112,688		\$73,235,995

Nonprofit Arts and Culture Event Attendees Spend an Average of \$19.58 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$7.46	\$16.79	\$8.57
Souvenirs and Gifts	\$3.06	\$7.44	\$3.59
Ground Transportation	\$1.99	\$7.45	\$2.64
Overnight Lodging (one night only)	\$1.22	\$14.62	\$2.81
Other/Miscellaneous	\$1.47	\$5.59	\$1.97
Average Event-Related Spending Per Person	\$15.20	\$51.89	\$19.58

* Residents are attendees who reside with the State of Kansas; non-residents live outside the Kansas.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Kansas*. For more information about this study or about other cultural initiatives in the State of Kansas, visit the Kansas Arts Commission's web site at <http://arts.ks.gov/>.

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THE ARTS ARE VITAL TO KANSAS CHILDREN

The arts motivate students:

Students who participate in the arts have better attendance records and increased graduation rates.

The arts enhance imaginative and creative problem solving:

The arts spark inventive and explorative thinking which complement learning in other disciplines.

The arts promote success for students of all age levels, abilities and language limitations, including those at-risk:

By fostering interdisciplinary learning and providing hands-on experiential learning, the arts are a proven way of helping students achieve, no matter what their circumstances or backgrounds.

The arts develop professional skills and promote 21st-century skills:

The arts prepare students for the workforce of the future, which will be a knowledge-based economy that requires creativity, flexibility, and innovative thinking.

More than 197 visual art-related careers are listed by the Vocational Information Center:

<http://www.visualnation.com/arts/197artcareers.html>

The arts are a No Child Left Behind Core Subject and are required by the Kansas State Education Standards:

Participation in and appreciation of the arts are vital to the development of the human intellect and contribute to learning. Social studies, science, mathematics come alive when students understand the role of the arts in culture.

The arts foster cultural understanding:

The arts connect people to one another – despite differences of geography, racial or ethnic background, language or experience. Students develop empathy and compassion for others as the arts build appreciation and acceptance of diverse cultures.

Of the 455,213 students enrolled in grades K-12 in Kansas public schools in 2008-2009, 212,609 elementary students have instruction in at least one art form at least once a week.

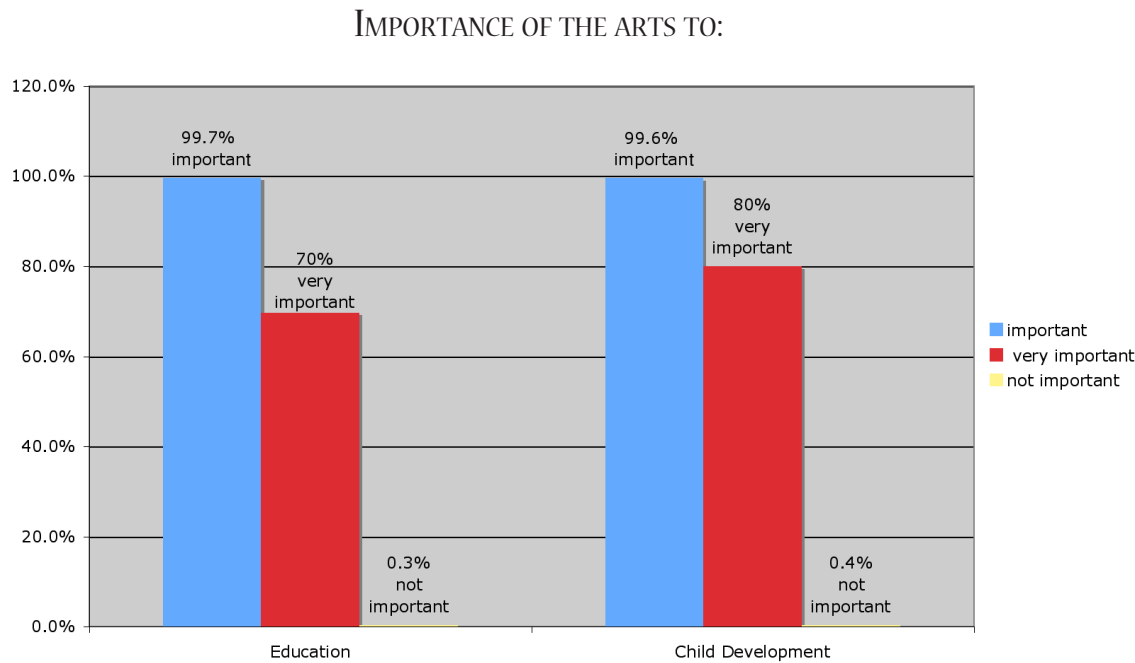
Of the 102,550 students in grades 6-8, most take a semester or more of one or more forms of art in middle school.

Of the 140,049 students enrolled in high school, some students do not receive any formal arts instruction during their high school years, despite the state requirement that all students graduate with at least one credit in a fine art. Some districts still allow students to take a non-art course for their fine art credit.

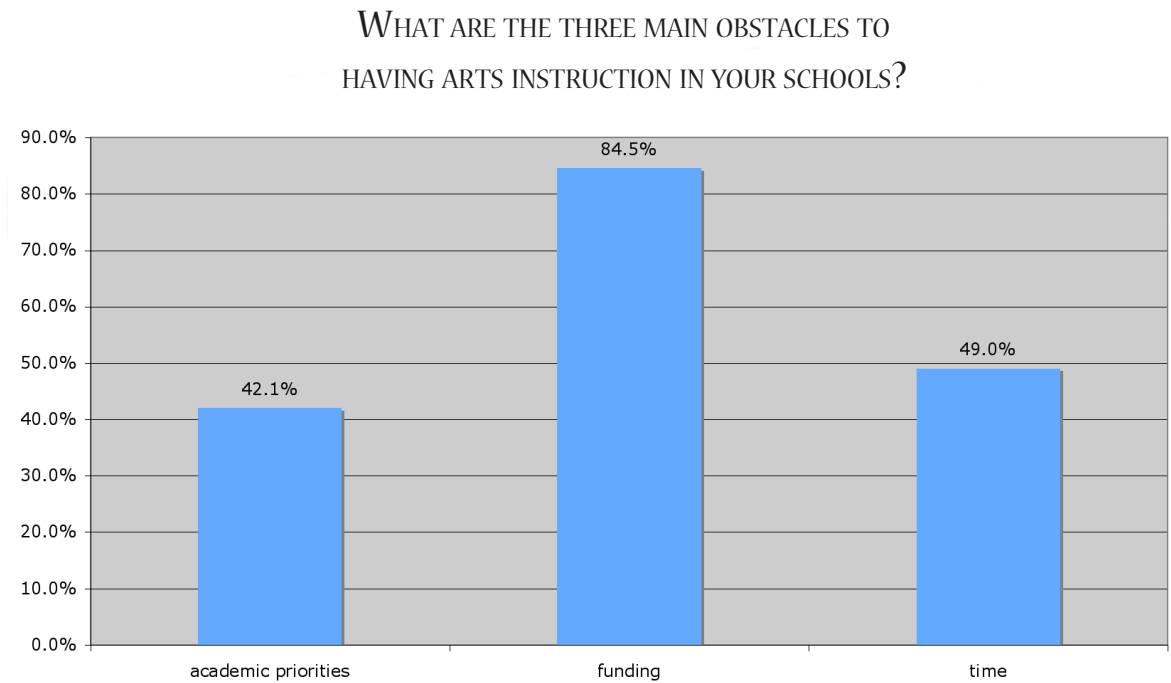
STATE OF THE ARTS: 2009 KANSAS ARTS EDUCATION SURVEY

Between February and November 2009, the Kansas Arts Commission conducted a public opinion survey on arts education in the state. The survey received 504 responses from educators, artists and the general public, who answered 20 questions about the arts in relation to the education of Kansas youth.

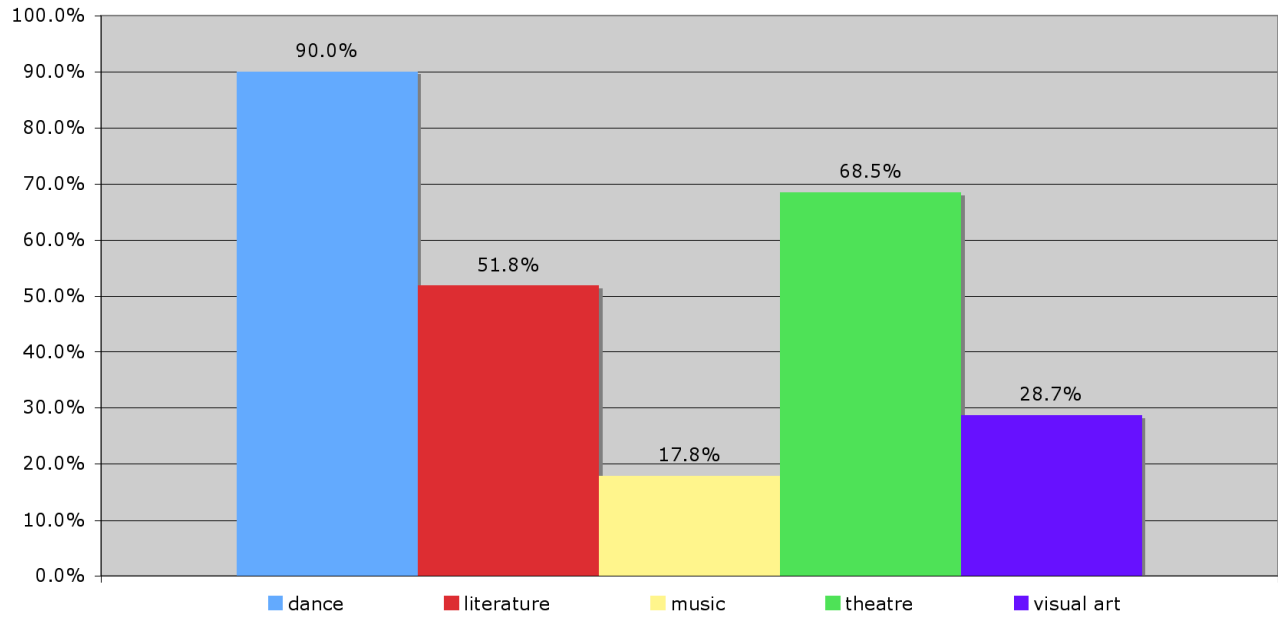
The following charts show a sample of responses from the survey.



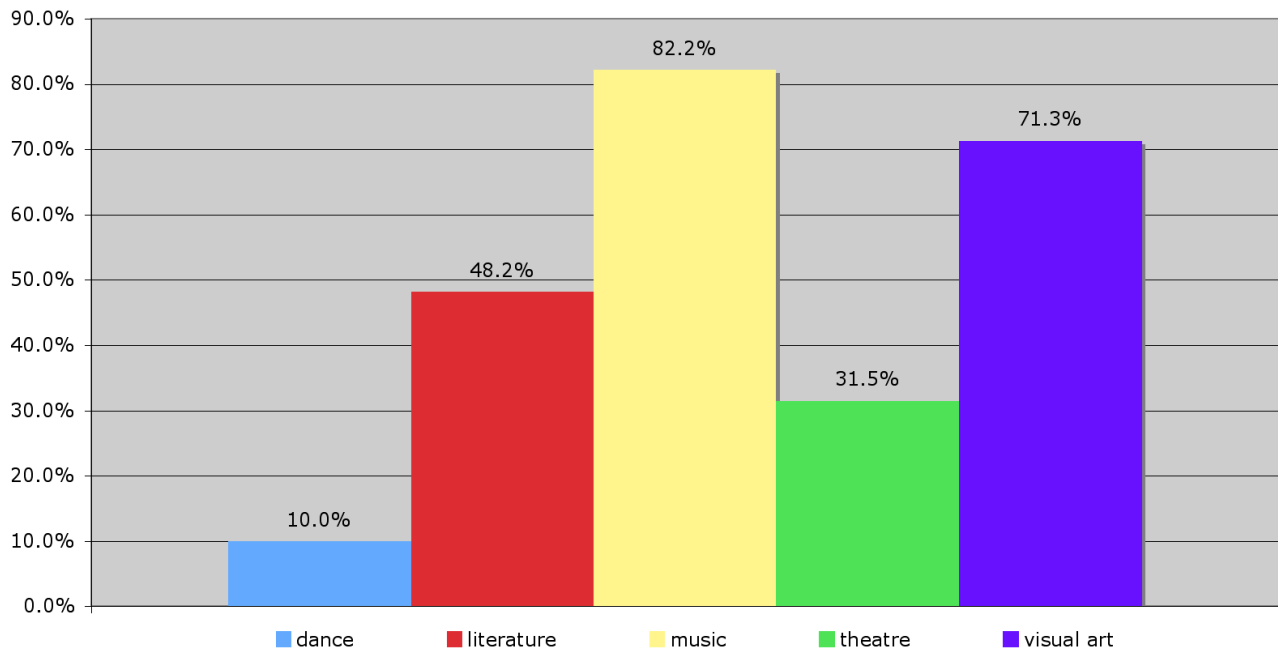
*Education was defined as: regular academics, college preparation and developing job skills.
Child Development was defined as: cognitive, emotional, and social development.*



PERCENTAGE OF STUDENTS RECEIVING LESS THAN ONE HOUR PER WEEK IN:



PERCENTAGE OF STUDENTS RECEIVING MORE THAN ONE HOUR PER WEEK IN:



ABOUT THE KANSAS ARTS COMMISSION

The Kansas Arts Commission is the state agency created to support and promote the arts in Kansas. Its mission is to provide opportunities for the people of Kansas to experience, celebrate and value the arts throughout their lives.

The Commission is governed by a 12-member board appointed by the Governor of Kansas. Seven staff members carry out the programs and activities of the agency, which include grantmaking, business development workshops, consultations on arts management and community development through the arts.

Grant Programs

Each year, the Kansas Arts Commission supports approximately 250 organizations, government agencies, and individuals through grants. Qualified applicants may apply for funds that support operations, arts-in-education programs, community-based arts projects, and the presentations of artists on the Kansas Arts on Tour Roster.

Arts Education

The Commission supports and promotes arts education statewide by offering convenings, conducting research and working with the Fine Arts Curriculum Consultant of the Kansas State Board of Education to develop programs that serve Kansas students. The Kansas Arts Commission is also the state coordinator of the Poetry Out Loud competition, a national poetry recitation competition for high school students.

Governor's Arts Awards

Each year, with the Governor of Kansas, the Kansas Arts Commission presents awards to artists, arts organizations, arts educators, advocates and supporters at a special event. The Governor's Arts Awards recognize artistic excellence and community service and are the highest honor one can receive in the arts in Kansas.

Business Development

The Kansas Arts Commission offers workshops, presentations and consulting for nonprofit and for-profit arts business development and management.

Community Building

The Kansas Arts Commission works with local, state and regional partners on the role of the arts in economic development, community-building and cultural tourism.

Kansas Arts on Tour

The Kansas Arts Commission adjudicates and manages a roster of 88 visual, performing and literary artists who offer performances, workshops, residencies and exhibitions throughout the state.



Funded by:



ABOUT THE KANSAS CITIZENS FOR THE ARTS

Kansas Citizens for the Arts is a grassroots organization that provides statewide leadership in promoting the interests of the citizens of Kansas in advocacy, funding for and education in the arts.

It believes that the arts:

- Stimulate economic development and community infrastructure - for every public dollar invested in the arts in Kansas, \$9 are generated
- Prepare students for the 21st century by teaching innovative thinking, problem solving and collaborative skills
- Build bridges among communities and people
- Improve the quality of life in Kansas communities by increasing civic engagement.

For more information, visit <http://www.kansasarts.org>.





COVER PHOTOS

Left column: Emporia Arts Council, Topeka Symphony Orchestra, Hays Arts Council

Right column: Van Go Mobile Arts (Lawrence) Wichita Children's Theatre, 940 Dance Company (Lawrence)